

The Mittens Formations, Monument Valley Navajo Tribal Park

JON M. HUNTSMAN, JR.
Governor

GARY R. HERBERT
Lieutenant Governor

Governor's Office Of Economic Development

JASON P. PERRY
Executive Director

Utah Office Of Tourism

801-538-1900
800-200-1160

WWW.UTAH.TRAVEL
TRAVEL.UTAH.GOV

LEIGH VON DER ESCH
Managing Director

TRACIE CAYFORD
MICHAEL DEEVER
Deputy Directors

DAVID M. WILLIAMS
Assistant Director

STACEY CLARK
Newsletter Editor

CHAD DAVIS
Newsletter Design

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It's hard to believe that this year's legislative session is almost history! All have been working hard on the hill, and in next month's issue we will give you a legislative recap.

With Spring just weeks away, our FAM/media tours and trade shows are in full swing. Tracie Cayford and Patti Denny joined 30 tourism partners at the Go West

Visitors to Utah's Capitol Hill, on Monday, February 5, may have been surprised to see a CR England Trucking 18-wheeler parked in front of Council Hall at the top of State Street.

Granted, semi trucks don't typically park in front of the Utah Office of Tourism, but the real surprise was on the semi's trailer. It displayed a vivid red rock panorama on one side and a breathtaking ski scene on the other, with Utah's "Life Elevated" brand prominently visible on both sides.

The truck is one of 24 in the England fleet which will be traveling freeways in Utah and surrounding states over the next year promoting the Utah Office of Tourism's new brand. Each truck is "wrapped" with an identified red rock location on one side and a ski scene on the other. The back of each trailer reads, "This is Your Exit to Utah" with arrows pointing down to the Office of Tourism's web site address.

The National Tour Association, National Park Service and ReserveAmerica have announced a new group tour reservation system, effective Feb. 7, 2007. Among the changes in the system, group tour reservations will now be available via the National Recreation Reservation Service using a toll-free number specifically for group sales.

Managing Director's Message

Summit, held in Portland February 11-15. The New York Travel show will feature a booth from Utah and partners the end of this month. Then Mike Deaver, Patti Denny and tourism agencies from around the state will take the Utah product to ITB, the largest travel market in the world held each March in Berlin.

Sadly, we said goodbye to Camille Cain

and Mona Givens, two of our great tourism board members. Replacements will be named shortly after the legislative session.

Finally, in March, when the budget numbers will be known, the UOT board will meet in retreat to begin planning another marketing and promotion strategy. Thanks to all of you for your input and support!

Truck Wraps Take "Life Elevated" On The Road

"These truck wraps allow the Utah Office of Tourism to target out-of-state visitors from surrounding states at a fraction of the cost of traditional outdoor advertising," says Mike Deaver, deputy director of the state's tourism office who oversees the agency's

advertising program. "Utah's 'Life Elevated' brand is uniquely captured on the trailers' 1,100 square feet of visual canvas, and that's pretty hard for motorists to miss."

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Photo: Steve Greenwood



NTA Reports Changes to NPS Group Reservations

The group sales number, 877-559-6777, will be staffed Monday thru Friday from 10 am to 8 pm EST and Saturday and Sunday from 10 am to 5 pm EST, providing assistance to sales agents in booking group tours and explaining other changes such as purchasing methods, tour names and tickets.

NTA has been working closely with

ReserveAmerica for more than five years. All of the agencies involved in the modifications feel the new system will improve the experience of making group sales reservations. Questions and suggestions regarding doing business with the national parks may be submitted by calling 800-682-8886 or e-mailing www.recreation.gov.

More than 1.2 million people are expected to see the truck wraps every day in targeted markets, including California, Nevada, Colorado, Oregon, and Washington, resulting in an estimated 260 million impressions which translate into invitations to obtain more

information about vacationing in Utah.

The UOT's truck wrap project is also about more than growing economic development in Utah through tourism. "Not only is Chrome Media - which was selected to run the fleet-side campaign - based in Utah but so are CR

England and Fusion Media, both leaders in their fields and long-time contributors to the local economy," says Garrett Lyman, president of Chrome Media. "This project is clear evidence of the state's efforts to put tourism funding back to work for Utah companies."

Provo Daily Herald Lauds Truck Wraps In Editorial

Quoting Provo Daily Herald Editorial, January 5, 2007

Here's one of the better ideas to come down the road in awhile ... promote Utah tourism on the sides of tractor-trailer rigs.

Doug Bagley, owner of A-1 Pioneer Moving and Storage, offered to cover his trailers with scenic Utah photographs to promote the state, and so far he's put pictures on three trailers at his own expense -- at a cost somewhere between \$6,000 and \$8,000 per rig.

Utah turned down the offer because Bagley wanted to change the official branding message, and he operates primarily within Utah. Instead, the state chose to pay \$400,000 of its \$10 million promotional budget to the C.R. England trucking company to put iconic Utah nature images and the state's new slogan, 'Utah -- Life Elevated,' on the sides of 24 trailers. England is a true interstate carrier.

Bagley, who is planning to proceed with his plan anyway, told a Salt Lake Tribune reporter the state was 'nuts' for not accepting his offer to display tourism messages for free.

Actually, the state is crazy like a fox with this rolling tourism promotion.

Tourism is about promoting the state to people who don't live in Utah. England's trucks go to Los Angeles, Orange County, Calif., and Las Vegas, delivering groceries, Coca-Cola and Gap clothing. That means the trucks will be seen by far more non-residents than Bagley's moving trucks could ever reach.

Paying England allows the state to maintain a consistent campaign. Marketers know that the most effective messages are simple to understand and delivered consistently. The idea is to make the message stay in the top of people's minds.

Think Wendy's 'Where's the Beef?' or Ronald Reagan's 'Morning in America' campaigns. 'Life Elevated' is the message the state has chosen, and it wants that to be consistently displayed.

While \$400,000 seems a little high, it actually works out to be a better deal for the state than having to buy billboards in those communities where England's trucks will travel.

One Utah-based outdoor advertising company charges \$6,500 a month for a billboard along Interstate 215 in Las Vegas. By contrast, the deal with England works out to \$1,389 per month per trailer, and the trailer is going to be seen by far more motorists as it plies the I-15 corridor from California to Utah.

Many business owners will vouch for the effectiveness of putting a company's name on trucks, or even cars. It's good advertising when it comes to the number of people exposed to the message.

Decorating semi-trailers may even help to beautify Nevada and California highways, where spectacular vistas are few. Now you can get through the boring stretches and urban sprawl accompanied by big pictures of Utah's natural grandeur. Beats 'wash me' scrawled in road grime. Wouldn't you rather see alpine scenery, skiing, Zion National Park or other iconic Utah images? Maybe those decorated trailers will even bring soothing relief to people stuck in traffic jams by giving them something peaceful to focus on while idling.

The Utah tourism office deserves credit for finding a relatively cheap and creative way to tout Utah to people in other states, and we hope it can find other trucking firms willing to take Utah's message on the road.

GOOD LUCK, ELAINE!



If you've dealt with the Utah Office of Tourism over the years, chances are you have worked with Elaine Watts, executive assistant to the director. Having served over 19 years in state government and under five different directors, Elaine has decided to retire from public service and return to the private sector.

In addition to working closely with the agency directors, Elaine has served as a liaison to the Utah Board of Tourism Development. She has also supported the office through many pivotal projects, including enthusiastic involvement in the 2002 Olympic Winter Games. Her experience and excellent public service will be missed. Best wishes, Elaine!

Tourism Marketing In Japan

Osamu Hoshino and his company, Fieldstar, are contracted as UOT's representatives for the Japanese tourism market. Recently, Hoshino provided the following information on Japanese visitors and on Fieldstar's tactics for building Utah tourism in the Japanese market.

- Security-conscious Japanese residents have overcome their fears regarding the terrorist attacks of September 11, 2001 and are anxious to embark on American travel again.
- Japanese travelers spent \$16.52 million in the U.S. in 2005, with daily visitor spending at approximately \$176.
- Their 2005 average length of stay was 7.7 days.
- 77.6 percent of Japanese visitors will repeat their travels to a specific destination.

New developments in the Japanese market include 10 million baby boomers who will retire in 2010. Hoshino says these potential tourists yearn for the American Life Style, were raised with American movies and pop music, and have a strong desire to visit America.

Fieldstar's marketing strategies to educate Japanese travel professionals include over 50 Destination Development Seminars conducted in Japan annually and more than 10 Utah FAM tours conducted each year.

They also use in-market consumer education strategies which reinforce a mindset common among Japanese visitors

based on traveling to confirm information they have already received about a destination. These include exposure to Utah itineraries and destinations through the Japanese media and at trade shows. Fieldstar represents Utah at the JATA and World Travel Fair Trade Shows.

Measurement of Fieldstar's achievements is conducted through an annual Tour Product Inventory Analysis. The total number of commercial tours to Utah created through Fieldstar's influence has increased from 72 tours in FY1996 with 3,221 individual participants, to 361 tours in FY2006 serving 26,132 participants.

UOT To Pay ESTO REGISTRATION FEES!

TIA's 2007 ESTO Educational Seminar for chamber of commerce, government and tourism officials will be held August 15 to 18 in Phoenix, Arizona. The Utah Office of Tourism will pay the ESTO registration fee for the first six partners to contact Leigh von der Esch at 801-538-1370 or lvondere@utah.gov

SAVE THE DATE!
Utah Tourism Conference
May 16-18, 2007, Price

In January, members of the Utah Board of Tourism Development approved a \$50,000 Special Co-op Opportunity funding request to promote Park City summer arts events to out-of-state visitors. The request represented the Utah Symphony & Opera, Park City Jazz Festival, Kimball Arts Center, and Park City Chamber and Visitors Bureau. These non-profit entities will provide an equivalent match for the state's cooperative marketing dollars to mount a promotional campaign which includes print advertising in the New York Times and Wall Street

Journal festival editions, Sunset Magazine, Performances Magazine, California newspaper arts sections, as well as radio promotion.

During their February 9 meeting, the Tourism Board awarded \$50,000 in Special Co-op Opportunity funds to Tuacahn Center for the Arts located in Mins, near St. George. The funds will be used to promote Tuacahn's 2007 season of theatrical performances and concerts in targeted areas of southern Nevada (particularly Las Vegas), California, Arizona, and Idaho through direct mail, billboards, and

newspaper, magazine and radio advertising. The funds will also allow Tuacahn to be represented at several trade shows. The UOT Co-op funds will be matched by the St. George Area CVB, Rocky Mountain Power Foundation and individual donors.

CORRECTION: In the January 2007 issue of this newsletter we incorrectly reported that the Moab Travel Council received \$270,000 in special opportunity monies to purchase full page ads in Outside Magazine. The Moab Travel Council actually received \$135,000 from the UOT, which they will match with \$135,000 for the \$270,000 ad buy. We apologize for the error.

News From The 2007 Sundance Film Festival

This year's Sundance Film Festival, January 18-28, kept the Utah Film Commission staff busier than ever meeting filmmakers, attending events and marketing Utah as a location for filming. Close to 300 guests attended the Utah Film Commission's Annual Filmmakers Brunch at the Sundance House and scores of filmmakers joined staff members for a panel discussion about federal incentives.

This year's festival was also significant for the Utah Film Commission because three films made in Utah were showcased in Park City. These included feature films, *It's Fine! Everything Is Fine*, from director Crispin Glover, and *Dark Matter*, from first-time director, Chen Shi-Zheng.

Dark Matter received the prestigious Alfred P. Sloan Prize, an annual \$20,000 cash award to the writer/director of a film that excels in addressing compelling topics in science or technology. The film based on political events

at the University of Iowa in 1991 that threatened the aspirations of a Chinese science prodigy, starred Ye Liu, Meryl Streep and Aidan Quinn. It was filmed with an all-Utah crew last summer at Utah Valley State College and several locations around Salt Lake City.

FAST FACT: During the second week of February, a Google Internet search for "2007 Sundance Film Festival" returned in excess of 2,560,000 references to the event.

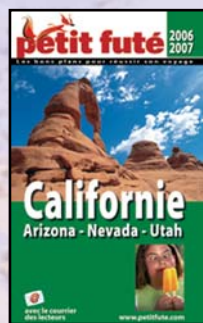
"We are very excited that *Dark Matter* received this important award. This is a film we worked to get made in Utah for over four years. We just wouldn't give up," says Aaron Syrett, Director of the Utah Film Commission "Creatively we knew what Chen Shi-Zheng wanted and we knew that Utah could deliver."

Another Utah film included in the festival was *Mother*

Superior, a short documentary directed by Salt Lake City teens, Alex Mack and Diana Montero, among the youngest directors to ever have a film screened at Sundance. The film was made at Spy Hop Productions during a yearlong documentary film workshop.

Napoleon Dynamite producer Jeremy Coon premiered his latest film *American Fork*, filmed in Utah last June, at the Slamdance Film Festival, which runs concurrently with Sundance in Park City. *American Fork* is not about the Utah County city. It's the story of an overweight grocery store clerk who is trying to make it in the acting world while mentoring his loser, skater-punk best friend. Coon has competed at Slamdance twice before - in 2003, with *Peluca*, a short film that served as the basis for the 2004 hit *Napoleon Dynamite*, and in 2006 with the Audience Award-winning comedy, *The Sasquatch Dumpling Gang*.

French Guide Book Series Conducts Utah Update



Le Petit Futé are leading French travel guide books with more than 465 editions heavily promoted and distributed in specialized bookstores and hypermarkets throughout France, Belgium, Switzerland, Canada, Russia, China and Poland.

Najda Laroussi of Le Petit Futé will be in

Utah February 18 - 24 to update the sixth edition of the series' Western USA Guide Book. Designed for a wide audience, Le Petit Futé guides combine practical, scenic and cultural information with various categories of accommodations and restaurants - "good and cheap," "comfort and charm" and "deluxe."

Najada's journey through Utah will include visits to Zion, Bryce, Capitol Reef and Arches National Parks and their gateway communities, as well as Antelope Island State Park, Salt Lake City and a live Mormon Tabernacle Choir Broadcast.

Wrangler Junior High Finals Rodeo Is Seeking A New Home

The NHSRA Wrangler Division is asking communities to submit bids for consideration to host the 2008 and 2009 Wrangler Junior High Finals Rodeo. The Wrangler Junior High Finals Rodeo will be the "World's Largest Junior High Rodeo" produced by the National

High School Rodeo Association, Inc. (NHSRA). With more than 900 contestants expected to attend the 2007 WJHFR, this event has a big future ahead of it.

The Wrangler Division Committee will provide forms for any city interested in hosting the National Finals

Rodeo to gather information on facilities available for producing the Rodeo. Those interested in a bid packet or additional information on the event should contact Katie Hollingsworth, Wrangler Division Coordinator at (800) 466-4772 or katie@nhsra.org.

OUT AND ABOUT

2/8-11	UK Reps Meet with Top of Utah Representatives
2/11-15	US Writers to Experience Park City
2/12-15	Go West Summit, Portland, OR
2/16-21	Post-Go West Summit FAM: Winter Adventure in SW Utah
2/18-24	French Travel Guidebook - Petit Futé - Explores Utah
2/19-22	Delta Airlines Introduces Mexican Tour Ops & Media to Utah Winter Sports
2/23-3/2	German American Journalist "Skis Utah Like A Local"
2/26-3/2	US Writers "Ski Utah Like Locals"
2/24-28	Consumer Travel Show, Munich, Germany - C-B-R
3/1-2	Continental Airlines Asia Pacific Sales & Marketing Conf., Houston, TX
3/3-10	Sareiter Reisen of Germany Experiences Utah Skiing
3/7-11	ITB, Berlin, Germany
3/9-15	Scandinavia Tour Operator Fam with Delta Air Lines
3/12-15	US Key Women Writers Take Turns on the Utah Slopes
3/21-27	"Winter Colors of Utah's National Parks" - German Media Tour
3/22-24	Annual Mtg: Travel & Tourism Research Assoc. (GWTTTRA), Seattle, WA

4/21-25	Pow Wow International, Anaheim, CA
April TBA	"Where America's Mountain West Meets Desert SW" - Benelux Press Tour
5/8-15	German Tour Operators Try Utah's Wild Side - Adventure Travel FAM
5/16-18	Utah Tourism Conference & Co-op Funding Workshop, Price, UT
5/19-20	Sunset Magazine Tradeshow, Menlo Park, CA
5/20-23	National Scenic Byways Conference, Baltimore, MD
May TBA	British Tour Operators Experience Utah's National Parks
6/11-18	UT, AZ, NM & CO Target Brussels & Amsterdam on Benelux Sales Mission
6/17-20	Rotary International Convention, Salt Lake City, UT
6/17-20	Travel & Tourism Research Assoc. (TTTRA) Intl. Convention, Las Vegas, NV
June TBA	British Press - Utah Culture and Heritage Tour
June TBA	Delta of Korea Tours Southwest Utah
8/15-18	Educational Seminar for Tourism Organizations (ESTO), Phoenix, AZ
Sept. TBA	"Where America's Mountain West meets Desert SW" Benelux trade FAM
10/22-25	TIA Marketing Outlook Forum, Charlotte, NC

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Utah In The News



An *Associated Press* Article which ran in the *Arizona Daily Star* touted skiing at Alta as a throwback to the sport's simpler days that reminds skiers why they fell in love with the sport in the first place. The article cited Alta's 68-year history, quality runs, deep powder, slope-side lodging and reasonable prices.

The *Los Angeles Times* carried an article (also posted on latimes.com) titled, "Snow a No-Show on the Continent," which stated, "The snow gods have not been kind to European ski resorts so far this season, but they're smiling on many U.S. resorts in the West." The article mentioned Solitude Mountain Resort's record number of visitors during the year-end holidays. It also quoted Mike Olson of Wasatch Powderbird Guides, helicopter-skiing based at Snowbird saying Utah's snow was good enough to attract European visitors disappointed with the conditions at home. "We've had people from Chamonix and Zermatt saying there was no snow over there," he said.

The *Atlanta Journal-Constitution* printed an article on Utah visitors' fascination with Great Salt Lake. The article quoted Dave Williams, UOT assistant director and named the lake as the most inquired about tourist attraction in Utah. The piece discussed bird watching as a major activity because of the lake's unique eco-system, Salt Lake's past and present incarnations and the attractions

on Antelope Island State Park.

An *MSN Internet* feature titled, "15 Great Cities for Job Seekers" ranked the following Utah cities among their top ten, Logan at #3, St. George at #4 and Provo-Orem at #10.

In his State of the County address, **Salt Lake County Mayor Peter Coroon** referenced and indulged in some word play with the "Utah, Life Elevated" brand.

Photo: Steve Greenwood



UOT Staff flank a "Life Elevated" truck wrap as it was parked in front of Council Hall, on display for the legislative session

Through the months of February and March, The Utah Arts Council's **Alice Merrill Home Gallery** will host an exhibit of 20 selected paintings from the state art collection highlighting the natural beauty of the state's western landscapes. The exhibit includes the work of early Utah artists and depression-era artists whose paintings were commissioned through the federal government's Works Progress Administration program, as well as landscapes created by contemporary artists. The gallery, located in the Glendinning Home at 617 East South Temple in Salt Lake City, is open from 9 am to 5 pm, Monday through Friday.

